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# BETTER FRUIT

VOLUME VIII

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NUMBER 5

## INDEX NUMBER

Vols. I to VII, inclusive



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HARVESTING FRUIT CROP OF THE NORTHWEST—PEAR PICKING SCENE IN ROGUE RIVER VALLEY, OREGON

BETTER FRUIT PUBLISHING COMPANY, PUBLISHERS, HOOD RIVER, OREGON

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THE WORLD

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*A CARD TO THE TRADE*

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***The Hood River Apple Growers' Association***

marketing about 95 per cent of the output of that celebrated valley.

***The Wenatchee Valley Fruit Growers' Association***

handling probably a larger tonnage than any other Association in the Northwest.

***The Wenatchee Produce Company***

whose "Rose Brand" pack is so well and favorably known throughout the world.

***The Yakima County Horticultural Union***

of North Yakima, an Association of growers

in the Yakima Valley, whose Blue and Red Ribbon brands stand second to none.

The output of the above named Associations will total approximately 5,000 carloads. Our STRAIGHT F.O.B. CASH PURCHASES from these Associations are large enough to warrant them in giving us EXCLUSIVE TERRITORIAL RIGHTS FOR THE ENTIRE METROPOLITAN DISTRICT

We have also made heavy purchases from the  
***North Pacific Fruit Distributors***

an Association of Northwest growers, who, although starting in business only this season, control about 80 local bodies, whose output will be marketed through them.

***The Northwestern Fruit Exchange***

from whom we have purchased a large block of the CASHMERE FRUIT GROWERS' UNION output, producing a quality of fruit which certainly needs no commendations from us both as to quality and pack.

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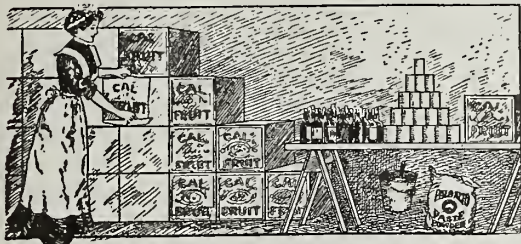
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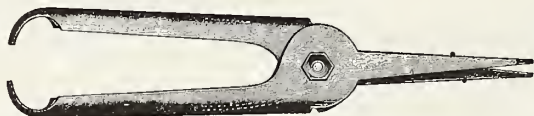
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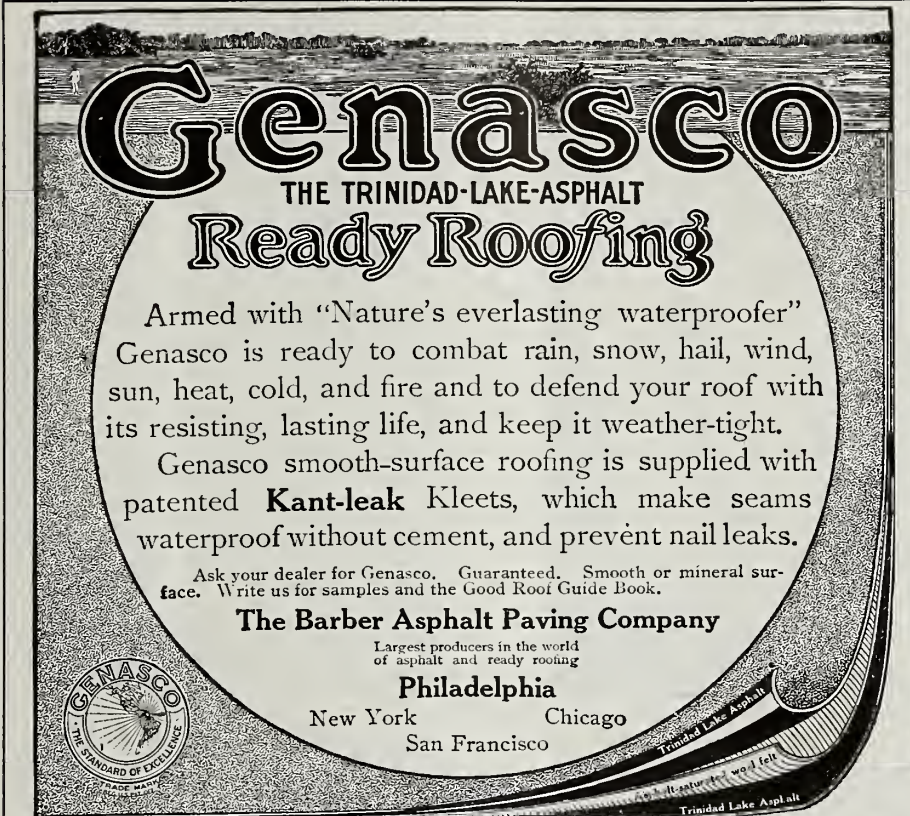
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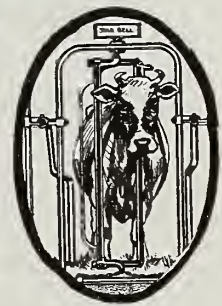
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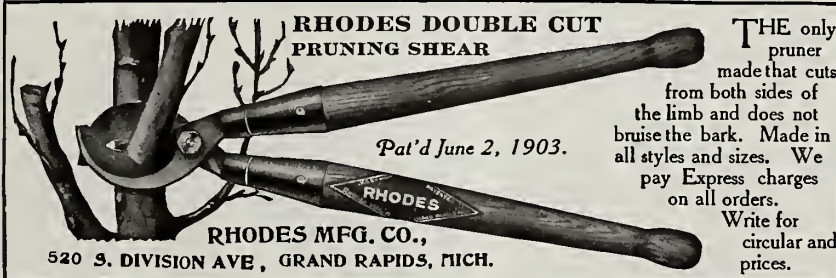
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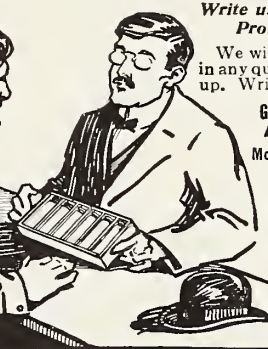
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***Every Reader of "Better Fruit" Will Find It Interesting and Profitable***

It explains how to grow, what to grow and where to grow. It is "commercial" in the real sense because it tells the practical man how to make more money by growing fruits, flowers, vegetables, plants, shrubs and trees for market. It is the best of the experience of the best English writers. It gives a thorough grasp of

### ***The Business Side of Fruit Growing***

Not only the large grower will find it helpful, but the language is so untechnical, straightforward and practical that it is also

***Invaluable to Every Private Grower***

The illustrations are profuse and produced with that thoroughness and beauty for which British books are famous. Two composite cardboard models of the cabbage and potato, in natural colors, are presented to each subscriber.

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HOOD RIVER, OREGON



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# BETTER FRUIT

AN ILLUSTRATED MAGAZINE PUBLISHED MONTHLY IN THE INTEREST OF MODERN, PROGRESSIVE FRUIT GROWING AND MARKETING

## The Northwestern Fruit Industry

Paper by E. H. Shepard, read by Wilmer Sieg at International Apple Shippers' Convention, Cleveland, August 7, 1913

THE Northwest and the Pacific Coast is certainly a wonderful country, not even appreciated to the fullest extent by its own people; rich in mines, the greatest timber country in America, with millions of acres of fertile soil which grows to perfection every product of the soil that can be produced in the temperate zone, with the most magnificent climate anywhere in the world. Strange to say, the last section of our country to begin development by settlement of the land and the last to turn the wheel of industrial progress. However, the horticultural opportunities were indicated many years ago by a few early pioneers. In 1776, Juniper Serra, a Spanish missionary, planted pear trees in Carmel Valley, on the Bay of Monterey in California, which are still in bearing. In the year 1824 officers of the Hudson Bay Company, which established posts for trading in furs with the Indians, brought a few apple seeds in their pockets around Cape Horn which were planted at Vancouver, Washington, close to the City of Portland; many of the trees which grew therefrom are still in bearing. In the early forties the first settlers in the State of Oregon carried nursery stock with them on immigrant wagons from the Missouri to the Pacific, the trip taking six months, through an unknown wilderness, without roads, filled with savage Indians, making their way through forests, fording streams, always guarding with care through all these dangers and hardships a few bundles of small trees, which they planted on donation land claims. These trees came into bearing, the apples were so good, the flavor so delicious, the color so beautiful, a marvel to behold, that early in the fifties, before a railroad had crossed the continent, apples from these trees were shipped by steamer to California, where they commanded, in the days of gold mining, prices that have never been equalled.

It is reported that in 1888 Mark Levy, a commission man of Portland, and I might add with pleasure, a prosperous and popular man, who is liked as well by the fruitgrower who consigns his apples as by his most intimate friends, shipped the first carload of fruit from Oregon to the East. In 1900 Mr. H. W. Day, of the firm of Sgobel & Day of New York City, for the first time saw Hood River apples and was so impressed with their quality that he purchased the entire output of Hood River Valley from Mr. H. F. Davidson, of the Davidson Fruit Company, now president of the North Pacific Fruit Dis-

tributors. Mr. Day, like all men when they discover something new, planned to keep it secret and profit to the fullest extent, consequently he ordered the shipments made to Sgobel & Day without any mark on the box to indicate where they were grown. Although these apples were without reputation, yet their quality, color, beauty, keep and flavor were so marked that buyers

### THE KENTUCKY TOBACCO PRODUCT CO. INCORPORATED

Louisville, Ky., October 10, 1913.  
E. H. Shepard, Publisher "Better Fruit,"  
Hood River, Oregon.

Dear Sir: We carefully note your favor of the 6th inst. As to the "pardonable pride" with which you call our attention to "Better Fruit," we are quite of the opinion that you have most excellent reason for such an attitude, for "Better Fruit" is certainly a journal of which any publisher may well be proud.

With best wishes, we remain,

Very truly yours,

THE KENTUCKY TOBACCO PRODUCT CO.

were eager to pay a higher price for them than had ever been known in the East. In 1900 the total shipments of apples from the Northwest probably did not exceed a few hundred cars. But the East had seen and tasted Northwestern apples. They commanded a ready sale at fancy prices. The demand continued to grow, the orchardists continued to plant, consequently in the year 1912, with extremely favorable weather conditions, the output equalled 3,000 cars in Oregon, 10,000 cars in Washington, 1,500 cars in Idaho and 500 in Montana.

To you who have handled Northwestern apples it must be evident that their quality is a factor worthy of your attention. You also know our present output will continue to increase from now on at a rather rapid pace. I say this on account of the acreage planted. There is approximately 100,000 acres planted to apples in Oregon, 200,000 acres in Washington, 100,000 acres in Idaho and 50,000 acres in Montana. Probably one-tenth of this acreage is bearing at the present time; therefore, inasmuch as the total shipments in 1912 from the four Northwestern States mentioned was approximately 15,000 cars, it is probable that in ten years from now the shipments may amount to ten times this amount, or 150,000 cars—thirty million barrels. You are all familiar with Colonel Sellers' eye water, who figured there were fifty million people in the United States, and everybody would want a bottle of Colonel Sellers' eye water at one dollar per bottle. The wise man, the conservative man never jumps at a conclusion, therefore permit me to

say, gentlemen, it is one thing to figure on paper the profits of a business, but it is entirely a different matter to make these profits. Theoretical figures are such as to indicate that in ten years from now the Northwest may ship thirty million barrels, but remember these are theoretical figures. Are calculations always correct? Men long identified with the Horticultural Department at Washington, D. C., as well as nurserymen who have followed the business all their lives, say emphatically that only ten to twenty per cent of the fruit trees set in the United States ever make commercial orchards.

The Northwest is not only a wonderful country, but it has some wonderful people. We are a great big country and sometimes, I admit, we are somewhat inclined to stretch the truth. It is human nature with prosperous people to boast. The Northwest has been prosperous so long that I confess we are given to boastfulness, therefore we must take *cum grano salis* Northwestern estimates as to the probable apple production. The Northwestern fruitgrower assumes that his climate, his soil and his knowledge of the business is superior to any other section, but I do not believe that the Northwest is justified in crediting itself with 100 per cent of the present planting as commercial orchards in ten years from now. If ten and twenty per cent are the minimum and maximum, it would be fair to take fifteen per cent as a general average of the setting that would make commercial orchards in the United States. Just what percentage of the area planted in the Northwest will make commercial orchards is difficult to determine, and at best we can only guess. What, in your opinion, would be a reasonable guess? I am of the Northwest; I cannot help but feel, like the rest of my people, that we are superior in the orchard business on account of our soil, our climate and, possibly, our knowledge. Don't you think that if the Northwest assumes that it will do twice as well in making commercial orchards out of the present planting as the average of the United States that they will be doing mighty well; if so, it would mean thirty per cent of our present planting would make commercial orchards. Let us say thirty-three and one-third per cent, which would be doing better than twice as well as has generally been done on an average. This basis would mean that the apple shipments from the Northwest in ten years from now would amount to 50,000 cars, or ten million barrels. The



average crop of the United States in the past ten years has been, approximately, 30,000,000 barrels. The crop last year was forty million barrels, of which the Northwest produced about three million. This means that within ten years, if the Northwest increases as already indicated, it would produce seven million barrels more, which added to the average crop of the United States of thirty million barrels would make the apple crop, under average normal conditions, for the United States about thirty-seven million barrels—not quite as large as 1912-13 or 1896, the only two bumper crops in a period covering over twenty years. We must remember that in taking last year's estimates that climatic conditions in every apple-producing section of the entire United States were so favorable that the crop in nearly every section was more than 100 per cent above normal. Therefore it does not look to me, inasmuch as the planting of apple orchards has been arrested in most sections and will remain so until the demand and supply balance, that we are justified in expecting too great an increase in apple production. There are two strong features to justify this assumption, one of which is: The government census of 1910, notwithstanding the increased acreage of the Northwest, showed thirty-three and two-fifths per cent decreased acreage. It seems to me that this decrease must indicate to you that there are large areas in the United States planted to apples where the business has not proved profitable to the grower, therefore we must offset the increased acreage in the Northwest with the decrease in other states, amounting to thirty-three and two-fifths per cent. The Northwest is a great big country, over one thousand miles square. I know something about it, therefore let me tell you that it is certainly not all adapted to fruit. However, there are a moderate number of areas, which are more or less limited, which are practically ideal for certain kinds of fruit, such as apples, pears, cherries, prunes and peaches, which comprise the fruits that will probably be grown extensively in the Northwest.

Another feature worthy of your attention, in considering the effect of the Northwest on your market in the apple business, is the Panama canal. This means a new outlet for the Northwest and the Pacific Coast for millions of boxes. The Panama canal will open up by direct steamer connections cheap transportation to the countries of the Old World, while South America, Australia, Tasmania, China, Japan, Sandwich Islands, Philippines and the eastern coast of Russia at the present are all unexploited fields so far as the apple market is concerned. Steamer rates through the Panama canal will enable the Northwest to supply Europe at a lower price than formerly and therefore, as you can readily understand, will create a greater consumption of Northwestern apples in European countries. There is another eliminating factor which is important

in determining how the Northwest will affect the apple business of the East. The Northwest apple grower is a specialist. His specialties are limited to apples which he can produce better than any other spot on the globe, blessed with God's sunshine. These varieties are Newtowns, Spitzenbergs, Winesaps, McIntosh Reds, Ortleys, Arkansas Blacks, Rome Beauty and Jonathan. We are not going to interfere with New England on their splendid Spys, or New York with its wonderful Baldwins, or Michigan with its splendid Wealthy, or New York with the wonderful Rhode Island Greenings, or with Virginia with its York Imperial, and, lastly, we are not going to interfere with the wonderful States of Missouri or Arkansas, nor our friend the Ben. There are many other varieties that the Middle West and East grow to perfection which we do not intend to grow at all. It will be our purpose to serve you with such varieties as you do not grow, which you will want because these varieties are the most delicious in flavor, the most beautiful in color, the best in keep and the most superior apples grown anywhere in the world. Some time ago I referred to the Northwest as being a wonderful fruit country. To Oregon belongs the credit of originating the Lambert cherry, named after one of our pioneers who introduced it, and the Bing cherry, named by the originator after a Chinaman who had served his master faithfully for some forty years or more. You know all about these two varieties of cherries. Pardon me if already I have taken too much of your valuable time in historical information, which in these days of eagerness for money making is frequently considered of little importance.

The main object of this gathering is for the purpose of devising ways and means of conducting the fruit business so as to pay those engaged in it more profit with less risk and to figure out better business methods for these purposes. I am sorry to say that frequently, as I stated in my address at Niagara Falls in 1910, one great drawback to the fruit business being profitable is a lack of confidence between dealer and grower. In all cases of difference there is always right and wrong on both sides. By that I mean that both dealer and fruitgrower have been subjected in the past to criticism, and I want to say that in many instances this criticism was more or less justified. Do not misunderstand me; I do not mean to say that a large majority of dealers have been at fault, nor do I mean to say that a large part of the growers are to blame, but there has been sufficient friction to interfere with successful business, affecting both the pocketbook of the fruitgrower and fruit dealer. You have your troubles, fruitgrowers have theirs. I believe this lack of confidence in many cases in the past has been responsible for many of our present troubles.

The idea exists with some that the middleman can and should be elim-

inated. Even some, I might say many, maintain that the fruitgrower should sell direct to the consumer, that public markets should be owned and operated by the fruitgrowers, and by so doing the high cost of fruit can be eliminated and the fruitgrower made rich. Do not be quick to censure fruitgrowers who maintain these ideas. Be patient. Patience is a virtue. I believe it is your duty, I believe it is my duty and I believe it is the duty of everybody who has had business experience, who knows business methods, so far as time and finance will permit, to try and create a better understanding of necessary expenses in distribution. By so doing we will all soon be educated to better understand the necessary business methods and ways of handling the fruit crop. I believe I am justified in saying that a large part of the fruitgrowers who believe the middleman should be eliminated are people who have never been engaged in any commercial business of any importance. I think I am justified in saying to you that the firms which have engaged in handling the fruit of the Northwest, the associations, including their managers and directors, have some comprehension of the force, the number of men and the capital required to distribute the immense crop of fruit that is grown in the United States. Fruitgrowers realize that the fruit season lasts but a few months. We know that any concern that supplies the retail trade must keep its employes on the pay roll by the year. We know it must pay rent for the year. We know dealers must handle other commodities, such as oranges, bananas, vegetables and various other products and do a continuous business the entire year. We know that to conduct the necessary number of concerns in each of the many different cities and communities where our fruit is distributed would require hundreds of thousands of people and millions of capital. We realize that it is impossible for us to maintain such a pay roll, or to stand the necessary expense of conducting such a business or to raise the capital that is necessary. At the Washington State Horticultural meeting, held in North Yakima, January, 1913, both Mr. Gilbert and myself expressed ourselves in plain words endeavoring to make it clear that the middleman is a necessity and that it would be practically impossible to eliminate him.

The fruit grower of the Northwest realizes the difficulty of handling his crop as an individual. He comprehends fully the advantages of co-operation. He is an intelligent individual and therefore he is wise in the selection of men to attend to his marketing while he attends to the growing. Pardon me for mentioning names, but I believe by so doing that I can impress you with the truth of this statement. Among the list of men who will be connected with marketing Northwestern fruit this year are many men with whom you are well acquainted who have been engaged in this line of business many years. Among them are H. F. Davidson, Hood River;



Conrad Rose, Wenatchee; H. M. Gilbert, Toppenish; J. A. Perry, Medford; H. E. Smith, Payette; E. E. Sampson, North Yakima; Fred Thompson, North Yakima; J. H. Robbins, Spokane, manager of the North Pacific Fruit Distributors; and let me add that we also have men with us who have been engaged in the produce business in the Eastern cities, that we may better understand your views, like Mr. W. F. Gwin, Northwestern Fruit Exchange, and Mr. Wilmer Sieg, sales manager of the Apple Growers' Union of Hood River and of the North Pacific Fruit Distributors. We want to understand your needs. We want your best efforts, and on the other hand we will give you our best services.

Most fruit growers believe in co-operation; however, there are many who conclude that when they have formed an association they have solved the problem of co-operation. No chain is stronger than its weakest link. Co-operation at one end of the line without co-operation in every link of the chain, including the final link with the consumer, will be no more efficient than the weakest link. Fruit growers of the Northwest want help in the hearty co-operation of everyone along the line, including the grower at our end and the consumer at your end. Northwestern fruit growers believe in co-operation at our end because co-operation is the only plan by which our pack can be made uniform, standardized and guaranteed. This cannot be done by individual growers each packing and grading according to his notions. There would be just as many grades and quality of pack as different shippers.

The day of standardization is here. I believe there should be national laws compelling the farmer to put every product of the farm that is packed in any kind of receptacle in standard packages either as to weight or size, that each package should be stamped with packer's name, or the name of the party responsible for the pack, and his postoffice address. Through co-operation we can eliminate many of the past existing unnecessary evils. The North Pacific Fruit Distributors, as you know, was organized in 1913. They have adopted a uniform set of grading rules for all associations in all the different districts whose output they will handle, which means that probably 60 per cent and possibly more of the apple crop of Oregon, Washington, Idaho and Montana will be packed under the same grading rules and will therefore be as nearly uniform as can reasonably be expected the first year. The prune growers of the Northwest held a meeting in Salem July 3 which was attended by about 400 growers, where steps were taken towards standardizing the prune industry, both as to the size of the package, size of the fruit and the grade for both fresh and evaporated prunes. The apple box that has been universally accepted by the Northwest is known as "The Oregon Standard," and is 10½x11½x18 inches, inside measurement, with the bulge not less than one inch, top and bottom combined.

# STARK TREES 97 YEARS of NURSERY SUCCESS AT LOUISIANA, MO. 1816-1913

## Orchard Success

for untold thousands has been built upon Stark Bros' success in tree growing.

The surest pledge of *quality*, which means *profit*, is the *Trade-Mark Seal* of Stark Bros. It means *tree safety for you*. It means that you have the results of nearly a hundred years of *orchard experience, knowledge* and success at your command.

Our success can be made *your success* in either your *new* or old orchard.

## Stark Delicious

### REPRESENTS APPLE TREE PERFECTION

because it is hardy, thrifty and reliable. It has the exceptional *beauty*, superiority of *quality* and an exquisiteness of taste that makes it, as Luther Burbank says, "the finest apple in all the world."

Stark Delicious trees grow in our nurseries on the crest of the Ozarks—the favored spot for growing apple trees. It is a large apple—surface a brilliant waxy red. Has wonderful keeping qualities, and for making orchard *profits* it *regularly tops the market*.

Send for Stark Bros' selected list. Besides Stark Delicious we grow all good varieties of all fruit trees and offer them in any quantity.



TWO-THIRDS ACTUAL SIZE

### Write for Stark Bros' Orchard and Spray Book Mailed Free

The newest, most able treatise on orcharding from buying trees to marketing crop. Greatest, most modern book on practical spraying. Address

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Nurseries &  
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None genuine without this Stark Seal

Nearly One Hundred Years in Business and Leadership in Orchard Development

The fruit grower is entitled to a legitimate profit on the capital invested and for his labor, so is the railway, the refrigerator car company, the dealer and the retailer. I for one do not believe that the dealer, generally, has made more than a fair profit. However, it is the belief of many fruit growers of the Northwest, and this belief is founded on extensive investigation, that the retailer has made more than a reasonable profit on apples. In fact, this profit in many cases has been exorbitant. It has been ascertained definitely that apples, 128 to the box, or ten dozen, have sold at 50 cents to \$1.25 per dozen, or, in other words, apples that cost the retailer from \$2 to \$3 per box have been retailed at from \$5 to

\$12.50 per box. I know of one retailer who carried but a mere fifty-dollar stock who, after paying all living and store expenses, sent \$3,000 to Italy in one year. Gentlemen, let me tell you this is more than any average apple grower made in the Northwest on forty acres of apples last year. Let me also tell you before I forget it that it costs very close to \$1,000 per acre to bring an orchard to full bearing. There is risk in the orchard business on account of the perishable nature of the crop, the danger from known pests and diseases and others that may come, therefore the fruit grower is entitled to more than average interest on the investment. I think you will admit this. All that the fruit grower asks is a reasonable profit.



# Forkner Orchard Cultivator



Does more work with less draft and leaves a better surface mulch than any other cultivator made.

## It Works Right Up To Your Trees

Cultivating the entire surface beneath low branches without disturbing boughs or fruit. Write for catalogue and free book "Modern Orchard Tillage."

LIGHT DRAFT HARROW CO., 601 Nevada Street. Marshalltown, Iowa

# Fruit Labels

OF

## QUALITY AND DISTINCTION

*They're the only kind we make. If you are looking for the unusual and attractive in handsomely Lithographed Labels let us submit some samples and suggestions.*

NO ORDER TOO SMALL  
NO ORDER TOO LARGE

## Schmidt Lithograph Co.

SAN FRANCISCO — LOS ANGELES —  
PORTLAND, SALT LAKE CITY, SEATTLE

It is all he expects; in fact, it is all he can get.

It is up to you to handle the apple crop of the Northwest in the most economical way, eliminating all unnecessary expense. It is up to you to endeavor to prevent anyone from asking or selling at a retail price so exorbitant that in itself it will prevent consumption. It is up to you to create a wider distribution and greater consumption. By so doing you can better maintain reasonable prices that will not only pay you a better profit, but will pay the fruit grower a better profit. I know you are all reasonable men, consequently I think you will admit that

### NON-RESIDENT OWNERS AND PROSPECTIVE OWNERS

Will investigate and make reports on orchards and farms for your interests. Have been connected with large realty operators for years and am intimately acquainted with many large subdivision propositions. References furnished. Write for further particulars, rates and estimates. H. D. EISMANN, Grants Pass, Oregon.

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

methods can be devised which will eliminate unnecessary expense and be instrumental in securing wider distribution and greater consumption. I know many think last year's distribution was perfect, but was it? Let me cite an illustration which may set you thinking. The city of Seattle consumed, according to reports by the fruit inspector and confirmed by a prominent dealer, in the past season 883 cars of apples. The population of the city of Seattle is one-quarter of a million. The production of apples in Oregon was 3,000 cars. The population of Oregon is three times greater than the city of Seattle, therefore if apples had been properly distributed and handled as efficiently in the state of Oregon as they were in the city of Seattle, the state of Oregon would have consumed 2,649 cars, or practically its entire crop. Again, had the United States consumed apples per capita in the same proportion as Seattle, and I believe it is reasonable to presume that they would if

properly distributed at proper prices, the United States last year would have consumed sixty-three million barrels, not including the export shipments, while the total crop was forty million barrels.

I believe, for reasons readily understood by you and too numerous to mention, that at the present our people do not possess the apple-consuming habit they formerly had. I do not believe that the same intelligent, scientific and thorough distribution of apples has existed as in the banana and orange business. The city of Seattle consumed

## MANNING UNIVERSAL KEROSENE GAS LAMP

300-candle power light 50 hours from one gallon of kerosene; no wick; no odor; no sub-flame.

Kerosene Lamps are what you want. No one is afraid of kerosene. Money back if you are not satisfied.

Price with white shade \$8.00 each. With fancy art dome shade \$10.00. Extra mantles \$1.00 per dozen.



H. W. MANNING LIGHTING & SUPPLY CO.  
63½ Sixth Street, Portland, Oregon

## Hood River Grown Nursery Stock for Season 1913-1914

Standard Varieties

Prices Right and Stock First Class

C. D. THOMPSON, Hood River, Oregon

## Store Your Apples in Spokane

The Natural Storage Center

Take advantage of storage in transit rate and the better market later. Write us for our dry and cold storage rate and information.

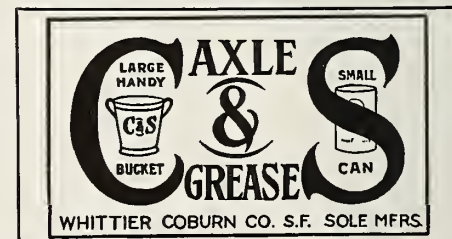
## Ryan & Newton Company

Spokane, Washington

## PHENOMENAL WINTER MELON

Grows anywhere, prolific producer, most luscious taste. **KEEPS ALL WINTER.** Only a limited amount of seed for sale, so you will need to buy now if you grow any next season. Small sample package, 10c; large package, 25c. Descriptive circular free.

**BIG MONEY** Growing **HELIANTHUS**, the new "Wonder Plant." Beats Ginseng or anything else that grows. Thrives in any soil or climate. Write for full particulars. **BURGESS SEED AND PLANT CO.** 3-10 B.F., Allegan, Michigan.



WHEN WRITING ADVERTISERS MENTION BETTER FRUIT



# The Choicest Western Grown Fruit

is the result of efficiency methods in right cultivation, pruning and spraying with

## **SHERWIN-WILLIAMS** New Process Arsenate of Lead (Containing adhesive Lead Compounds)

This represents fruit-growing efficiency. Even in seasons when tree poisoning and foliage burning were prevalent, users of S-W New Process Arsenate of Lead (containing adhesive lead compounds) found it possible to check the Codling Moth and yet escape poisoning and burning losses.

Our distributor in your locality can tell you more about this product, or write for "Spraying a Profitable Investment."

## **THE SHERWIN-WILLIAMS Co.**

Insecticide and Fungicide Makers

SAN FRANCISCO  
SEATTLE

LOS ANGELES  
SPOKANE

PORTLAND  
DENVER



910 cars of oranges, lemons, bananas and grapefruit. The quantity of lemons and grapefruit was a small proportion. It seems to me that apples, which can be used in so many different ways, either fresh, served as dessert, made into cider, vinegar, and canned or evaporated, should exceed the consumption of bananas and oranges many times. I believe much can be done to increase consumption. In October, 1912, many of you will remember that "Better Fruit," of which I am sometimes called the editor, although I usually refer to myself as the "Rancher who runs it," published an edition entitled, "Educational Cooking Edition: An Aid to Greater Consumption and Better Health—Two Hundred and Nine Ways of Serving the Apple." Mr. U. Grant Border, chairman of your advertising committee, saw this number and with quick perception realized its value to the apple industry. He obtained permission to republish the article and as you know issued a booklet entitled, "Housekeeper's Apple Book—197 Recipes for Serving the Apple." Probably half a million copies of this book were ordered in response to a bunch of 20,000 letters of announcement to the retail trade. This certainly was a wonderful effort for greater consumption on the part of your association. Did any of you take the trouble to make a personal investigation as to its effect in creating greater consumption? I did. I know of five families who ordinarily do not buy more than five boxes of

apples during the season. They average four to the family and consumed fifteen boxes per family, or three times what they ordinarily consumed, almost four boxes per capita during the past season. If ninety million people in the United States consumed in the same proportion it would mean 360,000,000 boxes or 120,000,000 barrels per year.

By other methods of publicity the apple consumption of the United States can be developed and increased. Your co-operation in issuing this book has been instrumental in creating a greater consumption of apples. The fruit growers appreciate the value of your work, but it is not human nature to be satisfied—if we were, progress would cease; therefore we want you to give this

matter of creating wider distribution, greater consumption and elimination of unnecessary expense your most serious consideration. Do not be satisfied if you have made a profit on today's business, but plan for the future. Plan for a greater business and better business. If you will help us with this spirit I believe you will be conferring a boon upon mankind by supplying the consumer with apples at a more reasonable figure and supplying them with all they need, at the same time making more money for yourself and more for the fruit grower. Go at it. Keep at it until the demand shall be established at reasonable prices, so great that the consumption created will equal the normal production of the apple. I think the

## **LEO UJFFY** NEW ORLEANS LOUISIANA

Successors to APPEL & UJFFY

### **Box Apples My Specialty**

**Importer, Receiver, Jobber and Commission Merchant**

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# W. A. MURPHY

**Broker, Shippers' Agent  
Car-Lot Distributor**

**104 E. 3rd St. ST. PAUL, MINN.**

This will be a box apple year in this territory.

I will handle several hundred cars within the next three months.

I sell F. O. B. on brokerage basis.

I also sell delivered and am in a position to make liberal advances on consignments, remitting for all shipments soon as sold.

Am bonded with the state of Minnesota sufficient to cover all my operations.

Write for particulars as to my marketing methods.

fruit growers will do their share, and I hope and believe that the dealers will not only see, but find it to their interest to do their share. This is the kind of co-operation the fruit grower wants and this is the kind of co-operation that I hope and believe you want.

## Oregon State Horticultural Society's 1913 Meeting

At a meeting just held by the executive committee of the Oregon State Horticultural Society the date of the twenty-eighth annual meeting was fixed for Wednesday, Thursday and Friday, December 10 to 12, in Portland, at the same time as the Pacific International Live Stock Exposition, so that parties attending can have the advantage of both meetings. A meeting of special interest has been prepared, not only for the apple grower but for the grower of prunes and other fruits. Special attention will be given to standardization and by-products.

Among the many interesting papers for apple growers will be those on steamer transportation through the Panama canal and the effect on the horticultural interests of the Pacific Coast and foreign markets, in which will be given the data secured by Hon. H. B. Miller, as chairman of the committee on foreign markets, through the United States consuls, covering not only green fruits, but giving special reference to dried fruits and by-products as used in foreign countries, and how they should be put up to meet the conditions of the trade. Another very interesting and instructive paper will be prepared by the Domestic Science Department of the Oregon Agricultural College on "Cooking Value and Special Purposes of Different Varieties of Fruit in the Different Months," special attention being given to the best varieties of apples for cooking purposes each month. This being along the line adopted for advertising the apple by the various shippers and handlers of apples in the United States, drying apples and other apple by-products. Of special interest to the prune grower will be methods of production, methods of handling and processing, "Shall there be state regulations in regard to packing and processing?" The object of these discussions is to standardize the prune products. There will also be papers on diseases of the prune, with special reference to brown-rot of the stone fruits. Of general interest to growers of all kinds of fruits will be the papers and discussions on co-operative canneries and by-products of fruit, fertilizers and transportation. The loganberry will receive prominence in a special article on loganberry by-products, evaporation and juice, and will also receive its proper handling in the cannery and by-products articles. Those not on the mailing list should send their names to Frank W. Power, secretary, Orenco, Oregon, so as to be sure to receive the printed program, which will be mailed at as early a date as possible.

## Money in Raising Fruit IN Washington and Oregon

Washington and Oregon fruit commands the highest market price. Rich soil varying in depth from ten to one hundred feet and a moderate climate with no extremes of heat or cold make fruit growing profitable.

There is no danger of overcrowding in this business. While the apple production of these states increases greatly each year, the market is constantly expanding. There are numerous opportunities awaiting the fruit grower along the new

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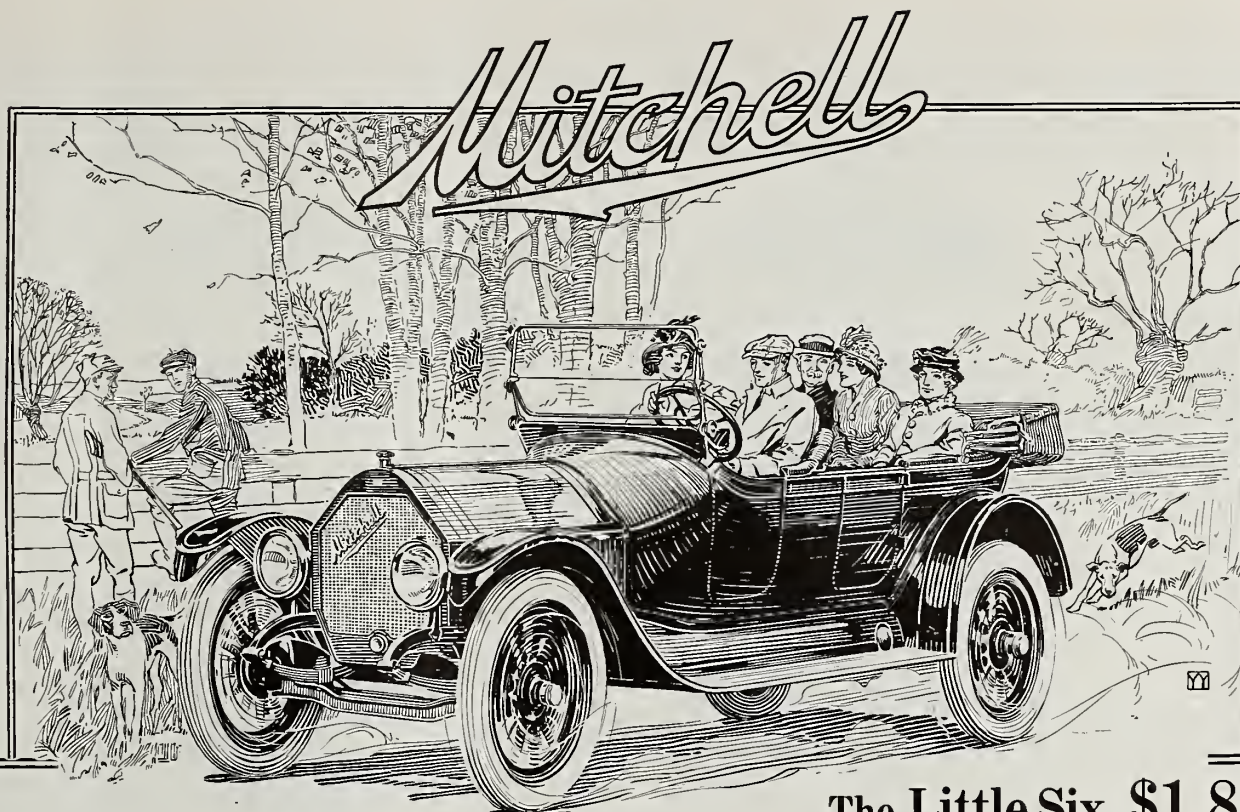
of the Great Northern Railway, over 130 miles through the fertile fruit territory embraced in the Entiat Valley, the Lake Chelan Region, Methow Valley, Brewster Flats, Bridgeport Orchards, Okanogan Valley and surrounding plains country.



Write today for full information and copy of our Washington Bulletin to

E. C. LEEDY  
General Immigration Agent  
ST. PAUL, MINN.





The Little Six \$1,895

# The Original Mitchell Engineer

Again at the head of the Mitchell-Lewis Motor Company—a matchless line for 1914

The Mitchell 1914 Line is being produced by Engineer John W. Bate, the man who created the Mitchell car, and the famous Mitchell Baby Six. After a year's rest he returns to Racine to place the Mitchell in a stronger position than it has ever occupied.

The Mitchell-Lewis Motor Company, with unlimited capital at its command, has surrounded Mr. Bate with the best facilities and the finest factory that it is possible to build. It will back the car with the most liberal Service-Policy for car owners that the business mind can conceive.

This Means for the Mitchell Car for 1914

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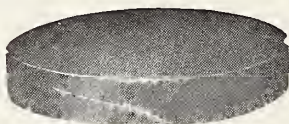
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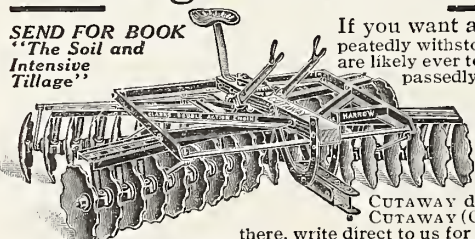
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#### ADVERTISING RATES ON APPLICATION

Entered as second-class matter December 27, 1906, at the  
Postoffice at Hood River, Oregon, under Act  
of Congress of March 3, 1879.

**Spokane Apple Show.**—The Sixth National Apple Show will be held in Spokane, November 17 to 22. Carload and plate exhibits are omitted this year, because the cost of securing carload exhibits is too great. Instead, the show will be more attractive and more general. Prizes will be given for smaller quantity exhibits, such as twenty-five-box lots and smaller. Arrangements have been made for sending the prize-winning exhibits to the principal Eastern cities for exhibiting in the retail store windows. A premium list of twenty thousand copies has been printed and distributed in the various fruit districts.

Last year a feature of the show, aside from the splendid exhibits, was the gathering of growers from all sections to discuss the marketing problem. This year, we are advised, arrangements are being made for taking up another very important matter, "The standardization of packages, and the grades of fruit as shipped by the Northwest and put up in boxes." This matter is really so important that every association, shipping firm and as many individual growers as possible should attend the apple show, for this reason alone if for no other. Ten thousand dollars in prizes will be given for championship apples of the Northwest. Every grower that can possibly spare the time and money should attend this show. Fruit growers of the Northwest should take special pride in making attractive exhibits and the number of exhibits ought to be large. It is expected and hoped this will be the largest and best apple show ever held in the city of Spokane, as the citizens of that splendid city are making an effort and doing everything in their power to assure it being a grand

success. We quote from the official announcement as follows:

"In order that the Sixth National Apple Show may be of the highest value in promoting the future of the apple business, it will again be combined this year with a great congress or conference of fruit growers. The biggest men in the country will participate in this conference and it will be so vital in its discussion of important questions that no man who has his money invested in the apple business can afford not to be present. The final program will not be complete until late in October, but already railroad presidents, the heads of the great co-operative selling organizations and others of national reputation are accepting the invitations to be present and participate in the discussion. The conference on each subject will be started by men who are recognized authorities and then the meeting itself will take up the topics and will go into every detail. Among the subjects certain to be under consideration are: The standardized pack; utilizing the lower grade fruits in by-products, with practical demonstrations; storing the fruit for market; financing the fruit crop; co-operative marketing and its vital necessity to the individual grower and the future of the apple business. If you have a doubt in your mind or if you have a message that ought to go to other apple growers, this meeting is the place for you."

## Before and After Using

The ever festive bug  
Has hit the lonesome trail;  
He has no future joys;  
He sadly turns his tail  
To other fertile lands  
Where spraying is unknown;  
He holds the fervent wish  
"To just be let alone."

He feels his hide is bleached  
By a lime and sulphur brew,  
And he knows bordeaux has turned  
His beard to sickly hue.

So for other fertile lands,  
Where spraying is unknown,  
He packs his little grip  
And pikes out all alone.

U. Manz.

October 21st was National Apple Day, which was given a tremendous amount of publicity by all newspapers, dealers, fruit growers and especially the advertising committee of the International Apple Shippers' Association. The National Apple Day on October 21st is a day that will be kept annually. It starts people buying apples, starts their consuming apples and therefore will be a great help to the consumer on account of his health and a great advantage to the fruit grower and dealer in a business way. The slogan put out by Coyne Bros., "Health's best way, eat an apple a day," is one that is original and one that should be universally used and given wide publicity. Another similar one is, "Eat an apple a day, keep the doctor away."

**1913 Apple Crop.**—Early in the season many people estimated the apple crop all the way from 65 to 75 per cent of last year. "Better Fruit" has constantly stuck to the original estimate of between 50 and 60 per cent of last year's crop. From newspaper reports and letters received from growers in the different districts it does not look as if the crop of the United States would exceed 60 per cent, and on the other hand it is quite certain it will not go below 50 per cent of last year's crop. The Northwest will probably come through with 60 to 65 per cent, although it is quite difficult to determine very definitely at the present time. However, the crop is good, running to medium size, with neither heavy proportion of very small or very large sizes. This is naturally to be expected in a medium sized crop.

The North Pacific Fruit Distributors have met with wonderful success in their first year. They have already affiliated with about 100 associations of Oregon, Washington, Idaho and Montana. Each of these associations has its own inspectors and each one is visited by the inspector general. The result is that a more uniform grade is going out than ever before. The crop is being intelligently placed and more widely distributed, without glutting any markets or stunting any. Everybody is so busy now in shipping it is impossible to get a complete segregation of facts and figures, all of which will be made up later. When they do come out they will certainly be interesting, in showing the amount of success achieved by this association.

The editor of "Better Fruit" has been appointed on a committee for "Standardizing the grade and pack of apples" at the National Apple Show, and will take part in this discussion. The editor requests every man and every fruit grower who is personally interested in the standardizing of the box and grades of the Northwest apples to attend the Spokane Apple Show the day on which this subject comes up for discussion. It is the earnest desire of the fruit growers and the dealers of the Northwest that a bill be prepared that will be sufficiently satisfactory to all parties concerned, so that it can be presented at the next session of Congress and become a national law.

**Apple Prices for 1913.**—There seems to be a desire on the part of the fruit growers, dealers, associations and private shipping firms to co-operate this year. The movement started early at moderate prices and has been pretty steady since the beginning of the season. Apples are going into consumption, a great many have been consumed already, which indicates that the prices ought to continue firm and bring satisfactory results to the fruit grower and afford everyone connected with the industry a good, fair and reasonable profit.





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## Quality of Northwestern Apples

By Professor C. I. Lewis, Oregon Agricultural College Experiment Station, Corvallis

**T**HE SPITZENBERG is found in eating condition from October to the first of February, as grown in the Northwest. I should say, however, that those regions that do not have this variety at its best through December and early January should cease to grow it. It is one of our leading holiday apples. It is unexcelled for dessert purposes and also very acceptable for culinary uses.

Yellow Newtown is primarily a spring apple, and when properly handled is in season during February, March, April and May. We have kept them here until July in very good condition. It is a high-grade eating apple and also good for culinary purposes.

The Ortley is largely a fall apple. While I have seen them kept well until spring the season, as I have been able to observe, would be the latter part of October to well into December. This apple is one of the best cooking apples that we have, especially for sauces. Some people relish them as eating apples.

The Arkansas Black is a spring apple and should hold up well during the months of March, April and May. It is an all-around apple, so to speak, fairly good for eating purposes and excellent for baking.

The Winesap is also a spring apple. I have seen it kept until August in ex-

cellent condition. Its season would be from about the first of March to the latter part of May. It is a good apple for dessert purposes and also for culinary use.

The Stayman Winesap, under ordinary conditions, is at its best during January and early February. It is used for both cooking and dessert purposes.

The Rome Beauty varies tremendously, because there is no other apple, unless it is the Wagener, that is grown under so many varied conditions as the Rome Beauty, consequently the season varies tremendously. I have seen them in splendid eating condition in October, but by good handling they can be kept until early spring. Their best season, I would say, is during December, January and early February. It is one of the best baking apples known.

The Jonathan varies considerably in maturity and is found on our markets from September to the first of January. Under average conditions this apple is at its best during November and early December. It is an all-around apple, good eating and a popular market variety.

The Delicious varies tremendously in keep qualities, according to where it is grown. Under certain conditions it is hard to make it other than a strictly fall apple, but when grown in

high altitudes under proper conditions this apple will keep well into December, and even January. It is largely an eating apple.

The Wagener is generally classed as a fall apple, November often being quoted as the best season. It has been my personal observation, however, that this apple, when properly grown, is best for eating during the month of January—in fact better than any apple we produce in the Northwest. It will be a popular apple with all people who like the Northern Spy type.

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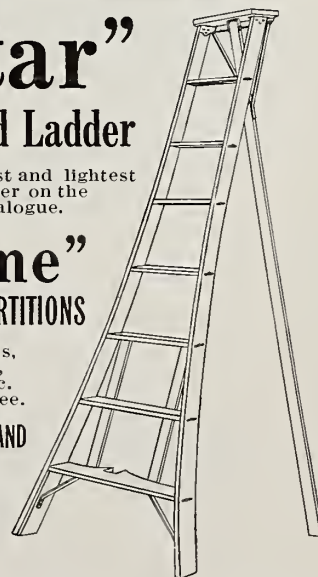
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## CHICAGO

The Red Cheek Pippin is classed as a fall or early winter apple. The variety varies tremendously, according to the way it has been grown. The Red Cheek, however, I have found to be one of the best spring apples we have when properly grown. During the season of 1913 it was in splendid condition in April and early May. It is, however, more often classed as an apple for November and December, but when it does not keep longer than this it means it has been poorly grown or improperly

handled. It is a very good cooking apple, and when kept until spring is also used very largely for eating purposes. In some of our local markets the past season it was thought to be superior to Newtown for eating. This is contrary to the general rating of the varieties, though.

The Winter Banana, like the Delicious, is influenced in keeping largely on whether it is grown in high or low altitudes and under ideal conditions. When properly grown and handled it

should be in good condition during November, December and January. It is sold quite largely as a dessert apple because of its effective appearance.

The McIntosh Red is one of the best holiday apples grown and should be at its best during December and early January. In many regions it is a very good eating apple as early as November, but can be kept, when well handled, well into February. It is largely an eating apple, but is sold as a high-class dessert apple.

The Grimes Golden has a long season, from November to early February, according to the methods of growing and handling. Its more common range is from early October until Christmas. It is a high-grade eating apple and also a good cooker.

The Gravenstein is a distinctly fall apple and in the Pacific Northwest, on lower altitudes, it is at its best during October, September and November. However, in the Coast districts, and also in the higher altitudes in the Inland Empire, this variety will keep well into February. When well grown it is a good eating apple, though it is prized more for cooking qualities.

King of Tompkins County is classed by many people as being the best eating fall apple grown. When well grown it is very hard to beat for table purposes. Its best season would be during October and November. With careful handling it can be held until January. It is especially prized as an eating apple.

The Snow apple is largely a fall apple. It is in good eating condition during the latter part of September, October and early November. It is largely used for eating purposes.

The Northern Spy, as grown over the greater part of the Northwest, is a fall apple, being at its best during October, November and early December. When well grown, under ideal conditions, it is a good apple until the first of March. It is especially prized as an eating apple, but when well grown is also used quite extensively for cooking purposes.

The Baldwin, as grown in the Pacific Northwest, under most conditions, is a fall apple, being used quite extensively during November and December. When grown in lower altitudes, in such sections as the Willamette Valley, it keeps

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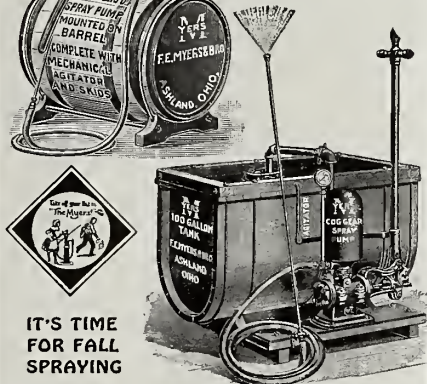
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Let us know your probable requirements and what you are planning on setting out this season. We will be glad to advise with you, free of charge, as to what is best suited to your locality.



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much better and later in the winter. For a general market apple it is used quite extensively for cooking and also for eating purposes.

The White Winter Pearmain, when properly grown, is a late keeping apple, well into spring. In most parts of the Northwest it is used during December to February. It is used largely for eating purposes, although by many it is prized as a cooking apple.

### About Fruit and Fruit People

The International Dry Farming Congress, held at Tulsa, Oklahoma, the last of October, was a very interesting and instructive convention.

The crop in Virginia and West Virginia is estimated very light, possibly 25 to 33½ per cent of last year's crop, from the two states combined.

We are informed by one who has recently been through Arkansas and Missouri that the crop of apples is far from being good in quality this year.

Mr. Lurie, who is a large shipper of apples to South Africa, spent a few days in the Northwest looking over the situation with a view to purchasing apples for that territory.

The Northwestern Fruit Exchange is putting up their best brand under the name "Skookum." The word "Skookum," belonging to the Indian jargon, is a word expressing "Quality is the best."

The demand for apples is exceedingly strong this year, prices being good generally, the market active, and with a light crop to be harvested good prices can reasonably be expected during the entire season.

Mr. Gustave Seipio, a large dealer in apples of Bremen, Germany, made a trip throughout the Northwest and stopped off a couple of days at Hood River. The editor enjoyed a very interesting conversation with him.

Professor A. L. Melander, of the Washington Agricultural College at Pullman, is making experiments to test the resistance on the part of insect pests, especially scale, to the common sprays used for their eradication.

We are informed that the Southern Pacific Railway is establishing a set of railway club houses, which it expects to make more attractive than the saloons. It is frequently stated that John Barleycorn is a large factor in the responsibility for railway accidents.

The apple crop throughout the Northwest is turning out nicer than was expected in the month of August. The crop will be good. In some districts there will be a slight amount of seab, which will not be packed in the "Extra Fane" and "Fane" grades.

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During August it looked as if apples were going to be much smaller than growers expected. However, the month of September was a good growing month and the size increased considerably since August, but generally speaking the crop will run to medium size.

\* \* \*

Reginald H. Parsons, who has one of the finest pear orchards in Southern Oregon, considers pears the best and most profitable fruit for that district. If we remember correctly Mr. Parsons has received the highest price for Comice pears ever received by any grower.

\* \* \*

We are advised that a carload of Yakima Elberta peaches were packed with special care and shipped through the Northwestern Fruit Exchange to Europe. This is an important experiment. If peaches can be shipped successfully to Europe it will be very gratifying to growers who have large peach orchards in the Northwest.

\* \* \*

Mr. Nicolas Bowdine, of the Department of Agriculture, Russia, is making a tour of the United States, looking into the fruit business and studying our methods of growing, marketing, etc. Mr. Bowdine spent part of a day with the editor in his orchard. It is a pleasure to say that Mr. Bowdine was a very interesting and entertaining visitor.

\* \* \*

The Pure Food Law has certainly proven itself an important factor in supplying the consumer with wholesome foods. At the same time it protects the honest dealer, grower, farmer and orchardist because it keeps out of the market a lot of unwholesome stuff not fit to eat, and by so doing enables the producer to sell good stuff at a better profit.

\* \* \*

The agricultural department of the college at Pullman, Washington, is taking a census within ten miles of the Experiment Station to determine how rapidly the growing of alfalfa and clover is spreading from the station to the adjoining farms. So far advice shows that about one-tenth of the area is under alfalfa, and the average yield is about two tons. One farmer considers the alfalfa crop better than forty bushels of wheat to the acre.

\* \* \*

This year, while a great many growers and people in the United States were talking 75 per cent of the crop of last year, the editor of "Better Fruit" did not feel, from his many sources of information, having had many personal letters from individual growers, that the apple crop this year would be greater than 60 per cent of last year. In fact, the editor estimated from 50 to 60 per cent of last year's crop two months ago. It looks very much as if the crop of apples in the United States would be somewhere around 50 per cent of last year's crop.

# BOTH SIDES

of the

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In July, August and September many people were estimating the Northwestern crop of apples at 75 per cent of last year's crop. The editor of "Better Fruit" could not see more than about 65 per cent of last year's crop in Oregon, Washington, Idaho and Montana, from all sources of information averaged up. On the first of November it looks as if the crop would come pretty close to from 60 to 65 per cent, the apples having grown pretty well in the month of September.

C. E. Whistler states that the Bartlett is the leading pear in Southern Oregon and grown in greater quantity than any other pear. He considers the Bosc in second place so far as prominence is considered. The Bosc is an excellent pear, very sweet, very rich and with very little core. The Comice, Winter Nelis and Anjou are all favorite pears in the Southern Oregon district. The October edition of "Better Fruit" contained an article on the pear industry in that section.

David F. Houston, Secretary of Agriculture, delivered an address in Detroit on September 29 on "Federal Co-operation in Road Building," before the Good Roads Convention. Following are a few brief extracts from his address: "The essential thing to be done is the providing of good roads which shall get products from the community farms to the nearest station and make rural life more profitable, comfortable and pleasurable. Such roads facilitate the delivery of mail in rural districts and good roads are also large factors in making the attendance of country schools not only larger, but more regular. Congress has shown its wisdom by appointing a committee to make inquiry into the subject of federal aid in the construction of post roads and in providing an appropriation of half a million dollars to be expended co-operatively with the states in the proportion of one to two and in requiring the Secretary of Agriculture and the Postmaster General to report to Congress the results of such expenditure, together with such recommendations as shall seem wise for providing a general plan of national aid for the improvement of post roads in co-operation with the states and counties and to bring about as nearly as possible such co-operation among the various states as will insure uniform and equitable interstate highway regulations. This indicates a wholesome desire to know the facts as well as a generous interest. Too short a time has elapsed to judge

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of the value of this undertaking, but that it is in the right direction is plainly seen. That it might be extended with ample funds if aid is to be furnished most thoughtful men would concede, and the plan has the peculiar value of being susceptible of indefinite extension in case the results should be found to justify it."

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As a means of controlling the ravages of the red spider the following flour paste formula is recommended by William B. Parker of the United States Department of Agriculture: Cheap grade of flour, 8 pounds; water, 100 gallons. Make the flour into a thin batter by adding a little cold water at a time until eight gallons of water are used. Mash out all lumps. Cook until paste is formed, stirring constantly to prevent eaking or burning. Cooking slowly until the paste just begins to boil will usually be about right. If the paste is not sufficiently cooked the resulting spray will not be effective, and if overcooked the paste will harden when thoroughly cool and will not mix with water readily. Commercial paste, ready for diluting, can be purchased if desired.

Add cold water to the paste when done, to make 100 gallons in the spray tank. Keep constantly stirred while spraying. Apply thoroughly to both the upper and under surfaces of the leaves. Use a nozzle making a coarse spray under 150 pounds pressure, as the driving force is necessary to penetrate the webs and reach the spider. A fine mist spray would not be effective. This is a contact insecticide and the liquid must actually touch the spider. The materials are cheap; apply liberally. Watch the plants carefully and if newly-hatched spiders are appearing repeat the spraying in about seven days. No spray will kill the eggs without injuring the vines. On August 8, Mr. Parker made a demonstration of this remedy at Sunset, Sutter County, California. The paste was made and the spray applied to infested bean vines. Several well-known residents witnessed the demonstration and saw the dead spiders on the leaves afterward. When properly made and applied this formula will be found effective against red spider.—Contributed.

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## Standardization the Topic at Spokane Apple Show

By Robert S. Phillips, Spokane, Washington

LAST year's successful experiment in bringing Pacific Northwest fruit-growers, bankers, transportation experts and business men together for a series of conferences on marketing, financing, storage and by-products will provide the central idea in the Sixth National Apple Show and Fruit Products Congress to be held in Spokane, November 17 to 22, 1913. The conferences a year ago resulted in the organization of the North Pacific Fruit Distributors, a co-operative non-profit company owned by the growers themselves and controlling sixty per cent of the fruit tonnage of Washington, Oregon, Idaho and Montana this year. This work will be strengthened and extended by another series of conferences.

At these meetings various problems confronting growers will be threshed out. Among the subjects announced for discussion by James S. Ramage, chairman of the board of trustees, are the following: The standardized pack; utilizing the lower grade fruits in by-products (with practical demonstrations); storing the fruit for market; financing the fruit crop; co-operative marketing and its vital necessity to the individual grower and to the future of the apple industry. A number of men of national fame are to be brought to Spokane to lead the discussion of each of the foregoing topics. Education has been adopted as the battlecry of the apple show. To make the name more truly indicative of the scope and purposes of the show it has been changed this year to the Sixth National Apple Show and Fruit Products Congress.

The conferences will be made productive of one concrete accomplishment this year when an effort is made by men prominent in the industry to unite all apple-shipping associations, the independent shippers and growers of Washington, Oregon, Idaho and Montana, in a big protective organization similar to the Citrus Protective League of California. This matter will be taken up Thursday, November 20. So-called fruit politics and all matters affecting marketing methods will be eliminated at this conference, which will deal with matters in which all Northwestern fruitgrowers and shippers have a common interest, such as transportation, legislation, standardization of grading, packing and packages, and questions of control and elimination of fruit pests and diseases.

The determination to hold the conference was reached at a meeting of representative shippers and organization men, called by R. H. Pennington, president of the International Apple Shippers' Association. J. H. Robbins, general manager of the North Pacific Fruit Distributors, a large co-operative marketing agency having headquarters in Spokane, who is chairman of the committee arranging the conference, states: "We recognize the divergence of marketing policies at this time and

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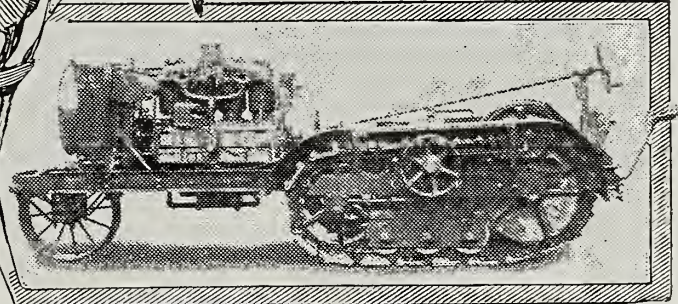
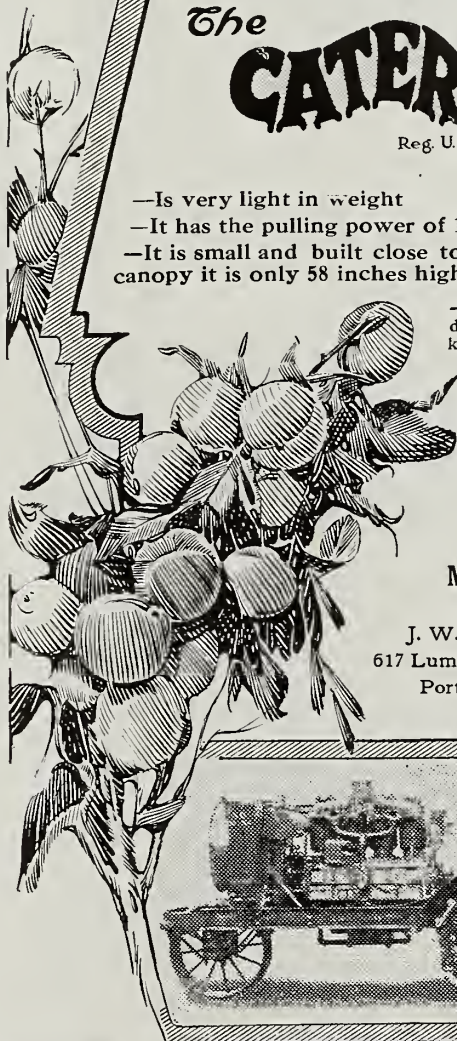
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IN Virginia, North Carolina, Georgia and Tennessee, thousands of acres of unexcelled apple lands, capable of returning enormous profits, can now be purchased at extremely low prices. These mountain cove lands of disintegrated rock, mineral and decayed plant formation (the greatest requisites for the production of the finest fruit) can be purchased

### From \$15 An Acre Up

The large assortment of varieties, extremely low cost for land, the especially favored climate, the abundant rainfall, ample sunshine, excellent air drainage and the fact that 6 to 12 cents per box puts Southeastern fruit on the New York City market, is convincing evidence that this section excels all others as an apple and general fruit growing country. Virginia alone in 1912 produced over 1,200,000 barrels of apples.

#### OBTAIN FURTHER PARTICULARS

Lists of fruit lands for sale, our magazine, the "Southern Field", or booklets on the States of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee or Kentucky sent free on request.

M. V. RICHARDS, Land and Industrial Agent  
Room 13 Southern Railway Washington, D. C.



Mobile & Ohio R.R.  
Southern Ry.  
Ga. So. & Fla.  
Ry.





Did you have Spray troubles last season? Some growers had very serious ones.

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Why risk your crop by using new and untried preparations? Let your Experiment Station do the experimenting.

Why not use an ARSENATE OF LEAD that has successfully weathered the varied climatic conditions of Washington, Oregon, Idaho and Montana the past four years?

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Hardie Manufacturing Company . . . . .	Portland, Oregon
Inland Seed Company . . . . .	Spokane, Washington
Plough Hardware Company . . . . .	Wenatchee, Washington
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## The Grasselli Chemical Co.

CLEVELAND, OHIO



Made in Oregon



## PRUNERS—PICKERS BASTIAN

Buying new pruners this season? Bastian's are the only ones combining Power, Speed and Durability.

Once used always used.

Hooks for heavy work. Shears for light work.

PICKERS—Stop wasting good fruit. Use Bastian Pickers; they pay for themselves and leave a profit for you.

Standard lengths: Pruners, 5 to 16-foot; Shears and Pickers, 5 to 12-foot.

For sale by all the best dealers.

Manufactured by

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realize that no one marketing organization could achieve what we shall map out. Our idea is to perfect a thorough organization under management of a high-class and capable man, who will devote his efforts to the general uplift of the deciduous fruit industry in the Pacific Northwest. He could more than earn his salary from the increased returns on one year's crop if we could get the growers to use care in picking so that the fruit would not be bruised. This is only one of numerous things that must be done for the fruit business."

In order to devote all attention to education and to improvement of orchard methods and marketing, this year's National Apple Show will be held without the carload and plate exhibits. Twenty-five boxes will constitute the maximum exhibit. By eliminating the carloads and plates the trustees will be in a good position to live up to the slogan of the show, which is, "Take care of the man on the job." Gordon C. Corbaley, a man thoroughly familiar with the needs of the apple industry and having an exact knowledge of the plans and methods of the apple show, is secretary and manager this year, succeeding H. C. Sampson, who now is secretary of the North Pacific Fruit Distributors. James S. Ramage, a prominent Spokane business man, has been elected chairman of the board of trustees, which includes the following: W. H. Wicks, Moscow, Idaho; Fred Whitesides, Kalispell, Montana; Paul Weyrauch, Walla Walla; J. E. Shannon, North Yakima; E. S. Russell, Wenatchee; J. A. Perry, Medford; O. M. Morris, Pullman; M. J. Highley, Payette, Idaho; H. F. Davidson, Hood River, Oregon, and J. C. Barline, H. Crommelin, W. H. Cowles, W. T. Day, Orris Dorman, A. L. Flewelling, A. G. Hanauer, M. E. Hay, C. E. Hickman, W. J. Kommers, F. H. Lloyd, H. H. McLane, H. J. Neely, Sidney Rosenhaupt, H. C. Sampson, J. M. Watkins, all of Spokane.

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Offer a general line of nursery stock propagated from the best bearing trees in Hood River. Seventeen years in the business enables us to grow, dig and pack trees in a scientific manner.

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Commercial orchards a specialty.

Write for direct-to-planter prices.

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HOOD RIVER, OREGON

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## The Formation of Fruit Buds

Continued from last issue

Annual winter pruning can be so handled as to have a very marked influence in developing the production of fruit the fourth, fifth, sixth or seventh season, or in developing wood growth at the expense of fruit production for a still longer period. A three-year-old orchard, if well grown, should have well-formed heads with a spread of branches of eight or nine feet and a height of seven to nine feet. At this age and in this form the growth of the apple trees during the third summer has doubtless been from thirty to fifty inches. In our own orchard we measure a growth larger than this. Should the trees at this age be cut back at the time of winter pruning to fourteen to twenty inches of the season's growth these trees would grow with extreme vigor the next year, since a very vigorous root system will force a similar growth the next season. By leaving the growth of the third season twenty-four to thirty inches in length, leaving, however, a suitable number of shoots or branches to ultimately carry a suitable load of fruit, we increase the probability of shoots for continued wood growth, starting from the upper or outer buds. Ordinarily three to five branches will start and the leaf buds in considerable numbers back to the base of the shoot are quite likely to develop into fruit buds and fruit spurs which should set fruit the next season, the tree then bearing a considerable crop

## Make Money with Poultry!

AMERICAN POULTRY is a magazine devoted entirely to helping earnest men and women make a financial success of poultry raising. Its staff of writers is composed entirely of those who have made a practical, instead of theoretical, success of poultry farming, and who are glad to pass on the results of their hard-earned experience to AMERICAN POULTRY readers.

There are many pitfalls in the path of the novice which may be entirely avoided by those who will follow the teachings set forth in this magazine. It fully explains how to make a start, how to construct houses, coops and other devices, how to get a large egg yield, how to cure and prevent disease, how to exhibit, how to get the top price for eggs, how to use incubators, and hundreds of other points which everyone wishes to know. It explains the famous secret system through which poultrymen have become rich and afterwards sold for hundreds of dollars.

AMERICAN POULTRY is a large, handsomely illustrated, monthly journal, well printed on fine paper, and should be found on file in the home of every poultry lover. No beginner in the poultry business should think of being without it. It will save him many times the small subscription price. The advanced poultryman will also find it of great value, the articles being varied in their scope.

**SPECIAL OFFER.** The regular price of AMERICAN POULTRY is 50c per year, but in order to introduce it to several thousand new readers, we will, for a short time, give a large 200-page poultry book, which is a complete guide in the poultry business, absolutely free to everyone sending 50c for a yearly subscription or \$1.00 for a three-year subscription to AMERICAN POULTRY. A trial six months' subscription (without book) will be sent for 25c. Never has so much been offered for so small a sum. Advantage of this offer should be taken at once.

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We were forced to turn down hundreds of orders last season because we were oversold. We can supply you this year if you order early. Genuine J. H. HALE peach trees can

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are the *genuine*; the kind with a reputation. Dealers offering substitutes *know they are not* "just as good." When they say they are, it is because they are looking for *more profit*. Insist on getting the PEARSON brand.

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## Statement of the Ownership, Management, Circulation, Etc. of "Better Fruit," Published Monthly at Hood River, Oregon

Required by the Act of August 24, 1912.

Editor, E. H. Shepard, postoffice address, Hood River, Oregon.

Managing editor, E. H. Shepard.

Business manager, E. H. Shepard.

Publisher, E. H. Shepard.

Owners: (If a corporation give names and addresses of stockholders.) None.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities. None.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

E. H. SHEPARD.

Sworn to and subscribed before me this 6th day of October, 1913.

(Signed)

J. P. LUCAS, Postmaster.

in fifth-year form. Similar pruning at the end of the second season will throw trees into bearing in four-year form. In the Yost orchard above mentioned the largest amount of fruit was produced at the earliest age on Jonathan trees not cut back at all, but allowing each shoot to put on new growth at the end of previous season's wood. Early fruitfulness is induced by leaving a goodly number of the lateral branches, forming a very low head. Sap does not circulate with the same freedom and vigor in the lateral as in the upright branch. Fruitfulness in the lower branches answers as a check on the extreme vigor of the tree and throws the whole tree into bearing at a younger age. The general principle should be borne in mind that severely cutting back the tree in winter pruning conduces to throwing the whole vigor of the tree into a lessened number of shoots, giving us rank wood growth instead of fruit production. Looking through our own orchards at this time, trees making the fourth season's growth show an abundance of fruit buds where the shoots were left thirty inches in length. Where we cut back to fifteen to twenty inches in length we



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Three Franquette Walnut trees are reported as having paid the taxes last year on a farm worth \$10,000.00. Walnut culture appeals to thoughtful, conservative people.

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**Oregon Nursery Co.**  
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have in the main still ranker wood growth with very few fruit buds.

The question has been raised, will cutting back six to twelve inches on the ends of the branches at this season increase the probability of setting fruit buds for next season. If terminal buds have already been formed shortening the branches would have no effect at this time in forcing the development of fruit buds next season. If terminal buds have not been formed, and the growth is yet very rapid, selecting the time a week or ten days before terminal buds would naturally form helps slightly in checking wood growth and in a moderate degree increases the probability of developing fruit buds for the coming season. Winter pruning, which with us means any time from December to March, is the most economical and convenient, and long pruning in winter will develop fruit buds just as readily as the more expensive method of pruning twice a year.

The nurseryman regards severe summer pruning, or rather the removal of a considerable amount of leaf surface at any one time in the growing season as a severe shock to the tree. The

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1/2 Actual Size

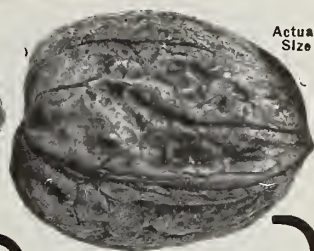
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Its summer and autumn crops do not consist of a few scattered berries, but good to heavy pickings all the time. One party who had a small patch, 1/2 an acre, picked and shipped from it two to three pickings each week for four months and his profits were enormous. Grows successfully in any soil—endures without injury heat, drought, and severe cold.



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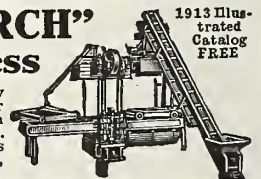
writer has grown many carloads of shade trees for the Chicago and the Denver markets. In the growing of shade trees to cut away a considerable number of branches at one time is regarded as a serious shock to the tree. Each portion of its root system has a distinct connection with the corresponding leaf surface. The removal of one-fourth or one-third of the foliage on a tree at one time unbalances the work of the root system, lessens the vigor of growth, lessens the root system and secures less diameter in the trunk of the tree. In the growing of shade trees, in the effort to remove superfluous branches and secure trees of symmetrical form the skillful pruner divides his pruning into four or six periods, removing a small amount of wood each time and not unbalancing the leaf surface, the lungs and digestion of the tree. In summer pruning of the apple tree, the removal of one-fourth to one-third of the shoots and foliage at one operation in the growing season must be a distinct shock to the vigor of the tree and an unbalancing of the intimate relation between the leaf surface and the corresponding root fibers. In our experience the commercial orchard apple tree attains its most vigorous growth in less time and can be thrown into commercial bearing by winter pruning only.

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**Fire Blight**

Fire blight is the most serious disease that attacks apple and pear trees, and occurs in nearly every part of the United States where these fruits are grown. When its cankers girdle the branches they cause the leaves to turn black, as though caused by a fire, and often to remain on the tree throughout the following winter. Fire blight is caused by bacteria and myriads of germs are present in all freshly-blighted parts of the tree and in the sticky ooze from running cankers. While cutting out the infected parts and disinfecting them is the standard treatment recommended, the details of this work, when done effectively, are so many and difficult that it takes many pages of instruction and illustration to make it plain to the fruit-growers. This detailed information is contained in Circular Bulletin No. 7, Crop Pest Series No. 1, revised and brought to date by Professor H. S. Jackson, head of the Plant Pathology Department of the Oregon Agricultural College. The bulletin may be had free of cost by addressing a request for it to Secretary Experiment Station, Corvallis, Oregon.

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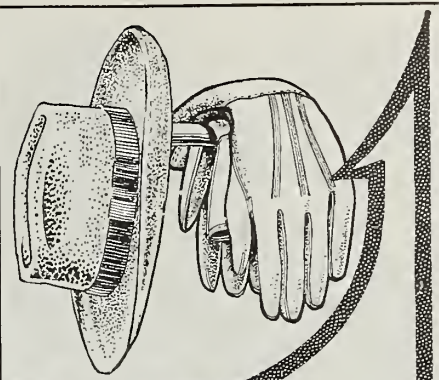
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We offer for the coming season the most complete and best selected stock of both **FRUIT AND ORNAMENTAL TREES** in the country. If you want home grown, first-class stock, handled under closest observation of all details which long experience alone can teach, you are the man we want to supply. Write today for prices or see our representative in your section.

**LAYRITZ NURSERIES**

Victoria, British Columbia

**Help Fight the Great Red Plague**

Citizens of the state are urged to inform themselves regarding this plague which is causing great suffering among boys and young men, and especially among the innocent girls and women of the state. Parents are urged to protect their children, and provide clean, wholesome information in place of the unclean misinformation they cannot now help getting. Send for any of the following

**FREE CIRCULARS**

For Young Men—Circular No. 2—The Four Sex Lies  
Circular No. 9—Sex Truths for Men  
For Older Boys (13 to 18 years of age)—Circular No. 8—Virility and Physical Development  
For Younger Boys (10 to 13 years of age)—Circular No. 7—The Secret of Strength  
For Girls—Circular No. 4—A Plain Talk with Girls About Their Health  
For Young Women—Circular No. 10—Physical Development, Marriage and Motherhood  
For Parents—Circular No. 1—The Need for Education in Sexual Hygiene  
Circular No. 3—When and How to Tell the Children  
Circular No. 5—A List of Books for Use in the Family on Sex  
Send 2-cent stamp with your address to Department D

**The Oregon State Board of Health, 720 Selling Bldg., Portland, Oregon**



"FOR YOUR  
PRESSING  
NEEDS"



106

FIG. 639

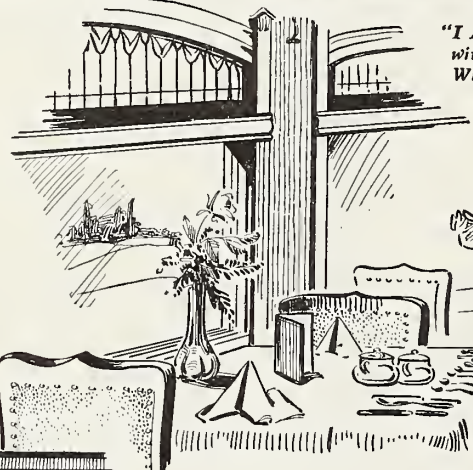
"When the juice is in the apple"

## Mount Gilead Cider Presses

Why not convert your "off-grades," "wind falls," etc., from waste to worth? There's a "juicy" profit in those apples for you. A Mount Gilead Cider Press Outfit will get it all out and put it in your pocket. Our Cider Evaporators, Apple Butter Cookers, Vinegar Generators, Pasteurizers, etc., are mighty profit makers too.

Send for Our New  
Illustrated Catalog

**The Hydraulic Press Mfg. Co.**  
60 Lincoln Avenue, Mount Gilead, Ohio



"I Agree  
with Dr.  
Wiley"

## Dr. Harvey Wiley Says Northern Pacific Meal Service Stands 100%

A Seattle paper quotes him: "You have one of the best illustrations of what can be done in feeding people along the right lines with the right kind of food here in the Northwest in the dining car service of the Northern Pacific Railway. The food served and its preparation should be a model for every railroad and hotel in America. It is superior to anything I have ever found in a public eating place."

## The Transcontinental Line Four Through Trains Daily



Entire Service on a par  
with the  
Dining Car Service

Call on or write  
A. D. CHARLTON, A. G. P. A.  
Portland, Oregon

# HANFORD NURSERIES

Clarkston, Washington

Buying Nursery Stock  
is like buying anything  
else—YOU PAY FOR  
WHAT YOU GET.

## HANFORD TREES

HAVE STOOD

**The Test for 20 Years  
Buy Them**

### Announcement:

By an arrangement with  
the Vineland Nurseries  
Co. we are pleased to an-  
nounce we can furnish a  
limited number of the

## RED GRAVENSTEIN

No apple in years has at-  
tracted as much favorable  
attention and comment.  
In a letter dated August  
19, 1912,

Prof. W. S. Thornber says:

"I believe that it is bound to  
become one of the very Popular,  
valuable apples of the Pacific  
Northwest."

Our Prices are Right  
Our Stock is Right  
Write for Catalog

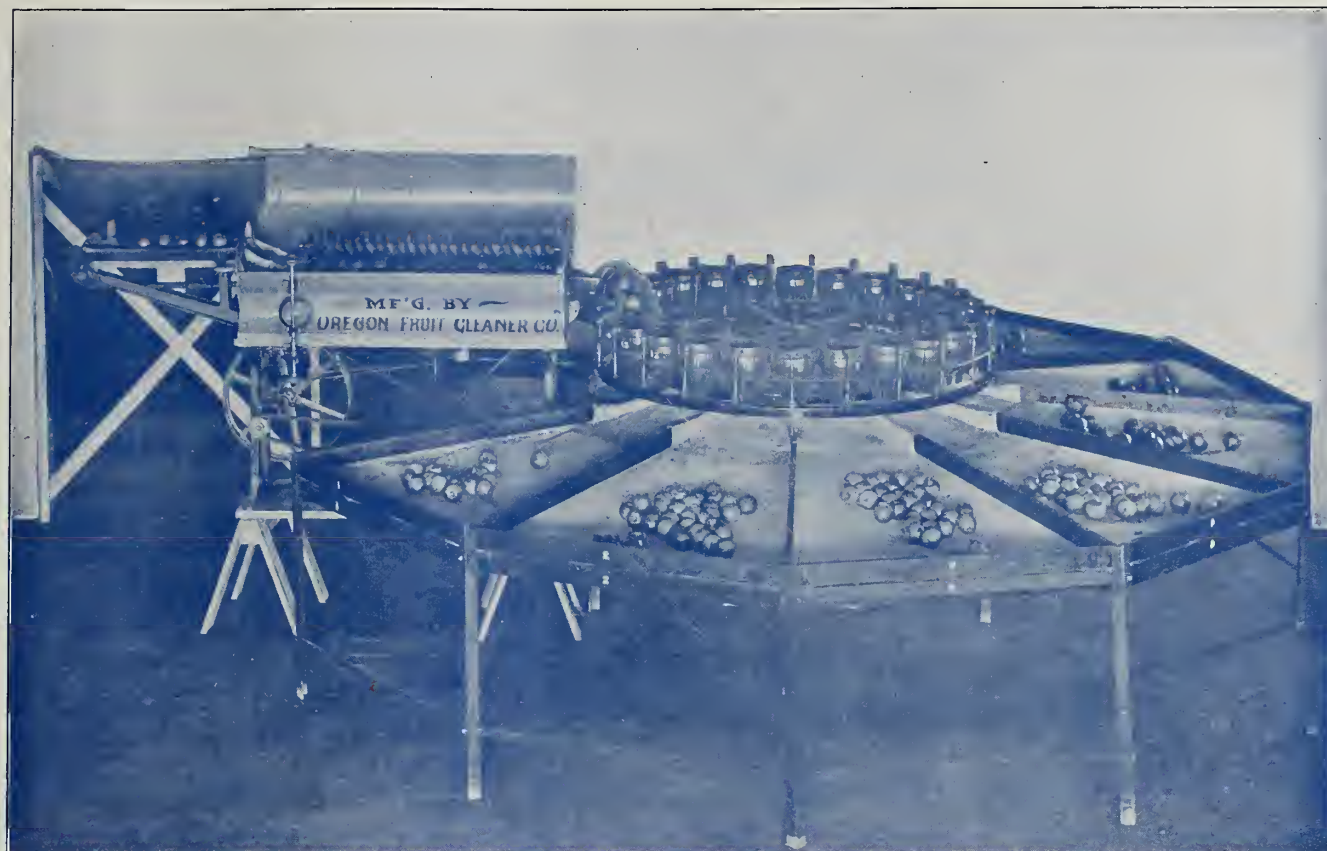
**HANFORD NURSERIES**  
Drawer 4 Clarkston, Washington  
**AGENTS WANTED**

Besides your regular order of  
**Nursery Stock**  
be sure to get a few

**RED GRAVENSTEINS**  
THIS YEAR

**The Vineland Nursery Co.**  
Box 8  
Clarkston, Washington  
**AGENTS WANTED**





No matter how much you have read or heard about Fruit Cleaning and Grading Machines, no matter how often you have seen them in use or used them yourself, it will pay you to investigate the

## OREGON COMBINATION Cleaning and Grading Machine

the highest development of Fruit Cleaning and Grading Machine manufacture. It is the only combination Cleaning and Grading Machine on the market, two vitally important advantages.

It cleans the fruit thoroughly without injury and grades it accurately, making ten separate grades, with no possibility of bruising it.

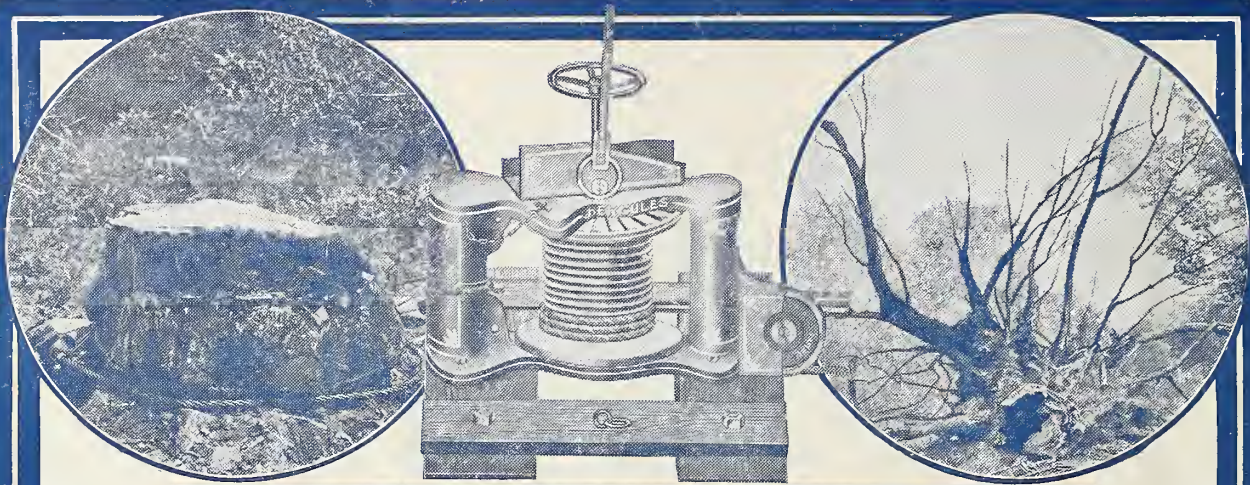
Take nothing for granted. Seeing is believing. We want you to test our claim of merit in your packing house, on your work. One day's trial will convince you.

All you have to do to get our descriptive catalogue is to send us a post card. Do it now!

# Oregon Fruit Cleaner Co.

THE DALLES, OREGON, U. S. A.





## Pull Out The Stumps! Here's The Quickest, Easiest, Cheapest Way

**F**IRST—send me your name on the coupon below—or on a postal. I'll mail you my book that tells all the facts, shows all the figures and gives all the proof about the Hercules All Steel, Triple-Power Stump Puller. Read my book. From cover to cover it's the most interesting catalog you ever received—if you have stumps on your land.

### An Acre or More a Day

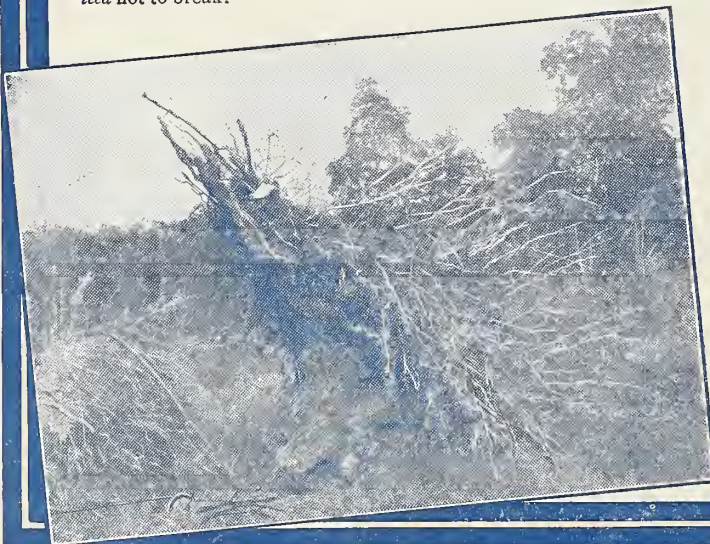
You will see why and how the Hercules pulls any stump, green tree or hedge in five minutes or less—an acre or more of stumps a day—even if there are 100 to 200 stumps in the acre. The Hercules *has* done it—*is* doing it—for hundreds of other progressive farmers and it will do it for you.

### 4c Per Stump

Mr. E. C. Culbreath writes, that the cost of operating the Hercules is 4c per stump. That's certainly the cheapest way to pull out the stumps and make room for *money* crops! Why don't you get a Hercules now to pull out *your* stumps so you can raise crops?

### What All Steel Means

The Hercules is the only *genuine* all Steel Puller made. There are *imitations* of steel, "semi steel," "Manganese Steel" and cast iron pullers. The Hercules is 400% stronger than them—and 60% lighter. Which will you have—the *genuine* steel—or an imitation that may break when you least expect it? Will you take chances on a machine breaking at the first strain—or will you make *sure* of a puller that *won't* break—that is *guaranteed* not to break?



### What Triple Power Means

Hercules triple power means a greater pull than you can get out of a 100 H. P. traction engine. Think of it! Is it any wonder that the Hercules pulls biggest stumps like you pull *weeds*? And you can adjust the Hercules to make it single or double power also, giving you three machines in one.

### 30 Days Trial

I'll send you a Hercules to try for 30 days. See how it works. See how low-down it's built—how the double ratchets insure safety—how it is self anchored or stump anchored—how carefully it is turned and polished to lessen the draft. And see how easily it pulls up the biggest stump in your place.

### 3 Year Guarantee

I guarantee absolutely to replace any casting that breaks any time within three years whether it is your fault or the fault of the machine. I don't have any arguments as to whether the material or workmanship was defective. Simply send the broken casting back and I will send you a new part at once. That's all there is to my offer—it means just exactly what I say.

### Get My Grand Hercules Book Free

Mail me the coupon below—or just a postal. I'll guarantee my book will interest you.

I have a special price offer to make to a few first buyers. Send me your name. I want you to get in on this proposition. You will never regret this move as long as you live. My book shows photos of big stumps, green trees and hedges the Hercules has pulled—shows letters from Hercules owners—proves the value and superiority of the Hercules in a hundred different ways.

All I want to do now is to get my offer and book into your hands at once. If you are troubled with stumpy land, I know you will see the fairness and profit there is for you in my offer. Simply mail me coupon or a postal.

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